



United States Mint Leads Federal Agencies in American Customer Satisfaction Index for E-commerce

September 24, 2004

Washington — The United States Mint’s online catalog remains the leader in the e-commerce/transactions category “with an impressive score of 80, up one point from last quarter,” according to the American Customer Satisfaction Index’s (ACSI) E-Government Satisfaction third quarter report.

Officially released on September 21, 2004, the latest report measured 54 e-government sites in four major categories. The United States Mint outpaced the average e-commerce/transaction category score of 71.2, and was notably close to the overall private sector e-commerce score of 80.8.

“Our score shows that government can and does perform alongside private companies to the same demanding customer standards. We are committed to continual improvement in customer service, and are delighted our score has increased a point,” said United States Mint Director Henrietta Holsman Fore.

Based on the ACSI methodology, scores are calculated using data taken from a randomly appearing online survey. Site visitors voluntarily choose to submit information, none of which is personally identifiable. The information, collected and analyzed by ForeSee Results, is formatted into a special quarterly report produced by the University of Michigan in partnership with the American Society for Quality, ForeSee Results and the CFI Group.

The upward trend in the United States Mint’s satisfaction score is attributed to a continual customer response and website enhancement cycle. Using comments taken from the online survey, the United States Mint makes improvements to the website’s content and functionality. Recent implemented changes include a new look and feel that is consistent with the 2004 annual print catalog appearance; new navigation headings; a new product availability page; and a feature that allows customers to request a forgotten user name. Changes are posted to a “We’re Listening to You” page, letting customers know the steps taken to implement their recommendations.

“Our customers’ recommendations have improved our on-line catalog. They have won this award with us,” said Director Fore.

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